

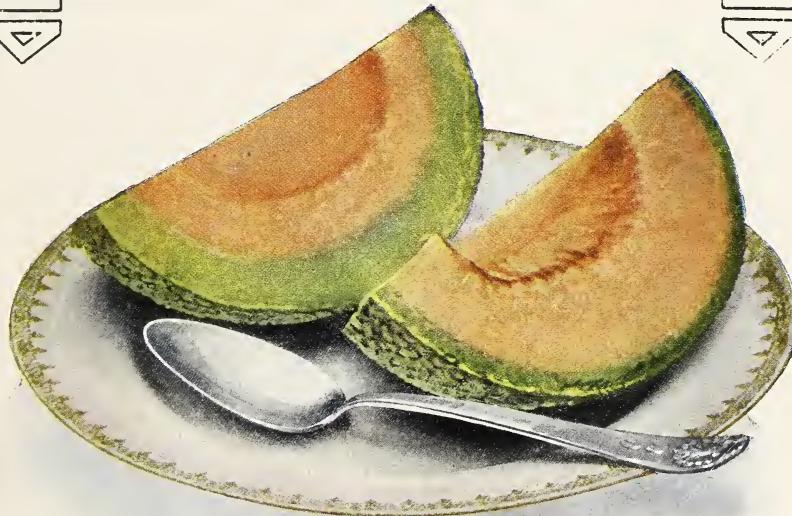
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LIST OF
EXHIBITS

The **GOLDEN POLLOCK** The Ideal Cantaloup

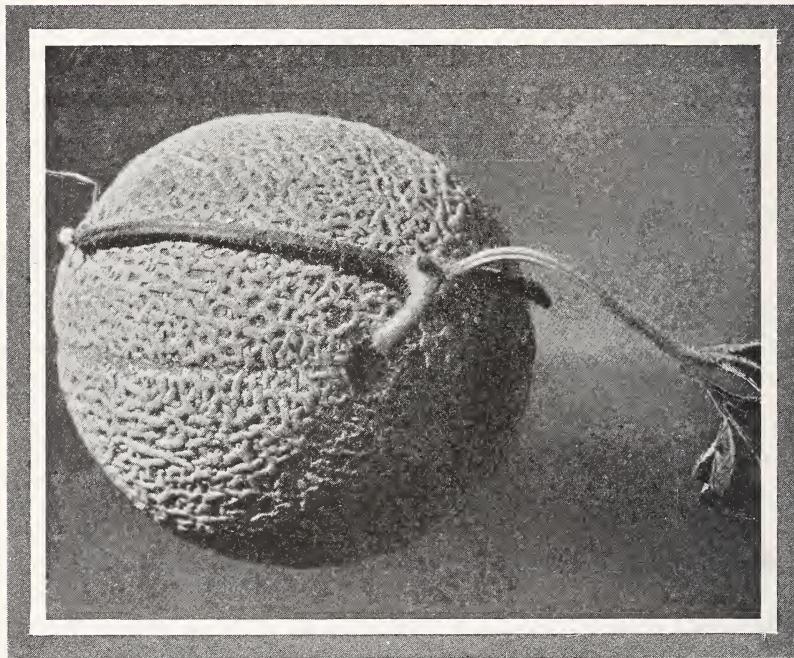


A Slice of "Salmon-tint" and "Golden Pollock."

COMPLIMENTS OF
THE ROCKY FORD
CANTALOUP SEED BREEDERS
ASSOCIATION
PRICE LIST FOR 1917 1918

The Way a Cantaloup Should "Slip" When Pulled from the Vine for Market

*"We have carefully selected strains that could
be picked on the "slip" and still be in prime
condition when they reach the market.*

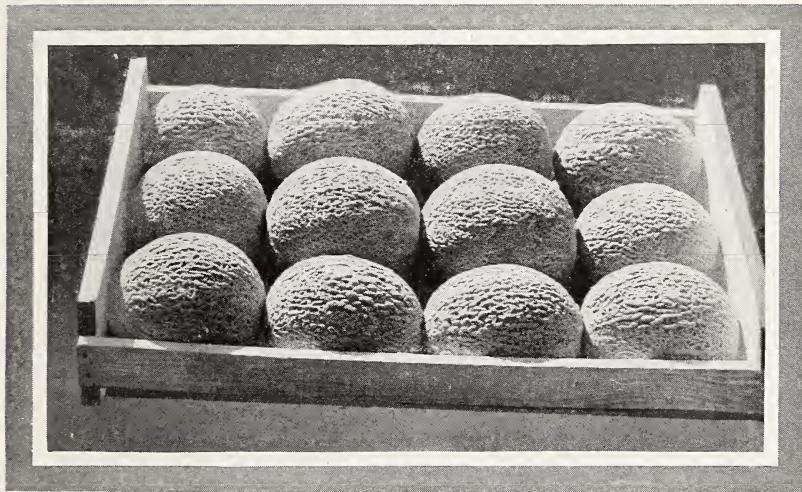


*...The ...
Rocky Ford Cantaloup Seed Breeders
Association
Incorporated 1909
Rocky Ford, Colorado*



Results from High Bred Cantaloup Seed

*What We Have Attempted to Do Has
Been Accomplished*



A flat crate of our New Netted Nugget strain, one of the heaviest netted strains that we have ever been able to find. We hope to have this strain developed in quantity for seed trade next season.

E I G H T H S E A S O N

Published by
***The Rocky Ford Cantaloup Seed Breeders
Association***
Rocky Ford, Colorado

R. E. C. S. B. D.



In hand cutting our seed we use a chair with a knife set in it. The operator cuts the melon and puts the extra fine melon seed in the stock seed pail, the good average type in the other pail. Poorly developed melons are not piled or cut for seed.



One of our satisfied customers inspecting the cantaloupes piled for seed cutting; illustrating his three-melon-brand.



Results from High Bred Cantaloup Seed

WHAT we have attempted to do has been accomplished. It is gratifying to achieve success, whether it is in growing a wonderful crop of cantaloups or developing the strain of seed that was used to produce the crop.

Eight years ago we announced to the public that we were starting in a campaign for better cantaloup seed, that we were going to establish a reliable seed industry, based on a systematic method of seed selection, that we intended to supply the best cantaloup seed that it was possible to develop, and to give the cantaloup growers of the country the best service that was in our power to supply.

The steady increase of our business convinces us that our methods have been appreciated and that our system of seed selection will continue to win. Our aim has always been to supply what our customers want. We have been glad to profit by any suggestion from our customers of how and where we could improve, and we have been encouraged by the words of confidence and strong testimonials of the results of our seed.

We have never tried to exploit cantaloup novelties, although we have had many opportunities to do so from sports and hybrids that have occurred in our cantaloup fields. We have felt that a more practical plan was to develop the points desired in a good market cantaloup from the strain already in use.

Whenever we attempted to introduce a new strain of cantaloup, we have spent several years in carefully testing them out before we tried to sell them to our customers.

We might briefly review the list of cantaloup varieties that have been popular in the Rocky Ford district.

1st. The Old Netted Gem. This was a fairly well netted melon with clear cut sectors. It was a cantaloup of good quality for the local market, but for long distance shipment was



inclined to get soft, unless picked and handled under the most favorable conditions. The greatest weakness of this strain was its tendency towards "slickers," or poorly netted melons.

2nd. Early Watters. This was a selection from the Netted Gem and its points of merit were a dense netting and early maturity, with the general quality of the Netted Gem. Its greatest weak point was its susceptibility to diseased vines, due to cantaloup blight.

3rd. The Pollock Strains. These were developed because of their great disease resistance to the melon fungus. The Pollock was known under several names: Eden Gem, Netted Rock, and Rust Resistant.

We started our cantaloup seed enterprise about the time that the Watters and Pollock strains were in general use, and we used as a basis a number of individual cantaloups from these different strains, and the results were that in every instance each strain was made more uniform and desirable through the method of choice individual plant selection.

After several seasons of selecting, we first offered three strains of seed: Ryan's Early Watters, Early Hybrid No. 2, and the Rust Resistant Pollock, but we still continued our nursery work of choice selections, and from the nursery work we developed our famous Salmon Tint Pollock No. 25, which has eclipsed all other commercial strains of cantaloups throughout the cantaloup growing districts of the United States. Fully nine-tenths of all cantaloups produced during the last year, in the big commercial districts, were of the Salmon Tint strains, which originated with us.

It hardly seems necessary to expatiate on the merits of the Salmon Tint Pollock No. 25, on account of its great popularity and well known market qualities. Without doubt it is the **BEST COMMERCIAL MELON** grown today, as it seems to fulfill every market and climatic condition in the United States.

Since the introduction of the Salmon Tint Pollock No. 25, there has been a growing tendency for the customers to demand a cantaloup that would run entirely salmon colored in



A two-row Planet Junior Cultivator, equipped with weed knives and irrigation fur-
rowers; an up-to-date cantaloup cultivator.

flesh. The Salmon Tint Pollock No. 25 has always had a variegated colored flesh and not a solid salmon color. Even in our best selections, part of the melons will show green color on one side and shading salmon color on the other, and with all the variations gradiating between. In all our selections we have endeavored to develop this deep salmon colored flesh in one strain, and the deep green meat color in another, and in these two we have practical identical strains except in the tendency of the flesh color; one Salmon Tint and the other Green Meat.

We have never permitted ONE IDEA ONLY to dominate our seed selection, but have always endeavored to preserve a balance in considering all the points that go to make up a good market cantaloup. For instance, the following are our ideals in selections:

1st. Disease resistance of the vine, which insures prolific production and fully matured qualities.

2nd. Uniformity of size, form, and heavy netting, which is essential to crate well, ship well and look well on the market.



3rd. A thick, firm flesh and fine texture, with inherent keeping traits, which are the points for good market qualities.

4th. An attractive deep green or salmon tinted flesh, which captivates the eye and tempts the palate of the consumer.

5th. A rich, sweet and spicy flavor, which invariably satisfies the customer, which is the ultimate test of success in marketing cantaloups.

The constant demand for a deep salmon fleshed cantaloup put us on the constant lookout to develop such a melon. In 1913 we were rewarded by finding in one of our plats of Pollock cantaloups one that produced uniformly deep salmon fleshed melons. The melon was evidently a chance hybrid, but it embodied the exact traits for which we were looking.

Our New Golden Pollock

It required three years of careful individual plant selection to eliminate the undesirable types in this new hybrid and to establish the traits that were desired, before we could offer it for sale. The past two years this melon has been placed on the market in a limited way, and the testimonials we have from those who have grown it are in the highest terms. The Golden Pollock has the same general type of the other Pollock strains. It is highly disease resistant and of vigorous growth, and with prolific yield. The melons are of a close heavy netting and of good uniform size; the flesh color is a deep salmon from the rind to the seed cavity. The flesh is of fine texture, very sweet and spicy, and of extra good keeping or carrying qualities, making it an almost ideal cantaloup.

It almost seems superfluous to attempt a description of the Golden Pollock, with the high testimonials we have received from growers who have grown this cantaloup under a wide range of conditions. They have described every trait and



A pile of Our New Golden Pollock cantaloups. Note the netting and fairly uniform shape and sizes.

quality it could possess, and we believe we can give our customers a better idea of the merits of our two leading strains of cantaloups by publishing a number of extracts from letters we have recently received from growers who have used our seed during the past year.

Testimonials

"I find the Golden Pollock to be the best melon for this section and I think the majority of the growers will say the same."—J. C. M., Morley, Mo.

"I find your Golden Pollock the best melon I ever tried. It is delicious and also a fine shipper. I do not see how it could be improved upon."—C. E., Eastman, S. C.

"Your Golden Pollock was sure the best melon we ever raised and the best I ever tasted, which is saying a whole lot, and everybody who ate them said the same. We never cut one that did not taste good."—Mrs. E. W., Sapperton, Mo.

"Regarding your Golden Pollock: I consider this the finest melon I have ever grown. I shipped some of these to market and had the most favorable returns from them. They are perfect in shape and the flavor cannot be excelled. I cannot praise them too highly."—A. P. S., Glenwood, Ga.

"As a cantaloup grower of twenty years experience, I have considered your Salmon Tint the best until this year, when I planted your Golden Pollock. I find it just as good



in every way. I think you have the ideal melon in both of these varieties."—J. H. C., Virginia, Ill.

"My experience with the Golden Pollock has been very satisfactory. I believe it is far superior to the Salmon Tint No. 25. Being a little larger, it packs in flat crates to perfection. I believe it is the ideal commercial melon."—E. L., Balcom, Ill.

"I tried three of your varieties last spring, namely the Green Fleshed and the Salmon Tint and the Golden Pollock, and I found the Golden Pollock better than the other two and just as attractive as to size."—J. W. C., Madison, Miss.

"The Golden Pollock did excellent in this locality and the flavor was superior to other kinds we planted. We have never tried seed that gave us the same satisfaction as your seed did last spring."—G. H. F., Millers, Md.

"I am well pleased with the Golden Pollock and also the Green Fleshed and the Salmon Tint No. 25. However, I am compelled to give the Golden Pollock the preference. Several people told me it was the best cantaloup they ever tasted."—A. W. T., Graham, N. C.

"I am very much pleased with the Golden Pollock. They are possibly not as uniform in shape and size as the Salmon Tint No. 25, but when I cut them the splendid color, small seed cavity and fine flavor impressed me that they came very close to being the ideal cantaloup"—J. W. G., Felton, Del.

"The Golden Pollock cantaloup has been found entirely satisfactory to our Association. While the cantaloup market was not very good, we found that our Golden Pollock was an equal competitor on the markets for high prices. In short, we were all well pleased and expect to plant them again next spring."—W. L. W., Kinston, Ala.

"I cannot say too much in favor of the Golden Pollock. I am favorably impressed with it and so were my neighbors whom I invited in to see them. They were free from blight, fine in germination, and matured magnificent specimens, perfectly netted, of delicious flavor, and proclaimed by dealers and customers the most excellent ever seen in the section."—J. R. H., Austin, Ark.

A Word About What to Expect From Our Seed

We do not wish or intend to convey the impression that our seed is all perfection; that the cantaloups produced will all be perfect specimens as if cast in the same mould, for they will not be. Different climate, soil fertility, different types of soil, and different cultural care may produce quite different results from the same stock of seed, even to the different shading of color in the flesh, especially in the variegated flesh, colored strains, like the Pollock. We can not guarantee that there will not be some specimens in a field from our seed a little off type, and once in a while there may be found a sport, or a type entirely foreign to the general type in the field. These are

R. F. C. S. B. D.



Hand cutting select seed; the careful selection of stock seed is one of the points to insure pure stock in any kind of seed.

reversions or hybrids, due to bees or other insects, and can not be prevented. We find them in our best selected plats, in fact, these chance hybrids are as apt to be desirable and valuable as otherwise.

Our system of using the utmost care in the selection of our stock seed from progeny of select cantaloups that have proven to be running true, is a safeguard that practically eliminates any chance of serious mixture in our seed.

In regard to the size and appearance of different strains of our seed we wish to make a statement, because of one or two complaints of customers who have evidently made comparison in the size and plumpness of our different strains and thought we had sent an inferior grade of seed. Our Salmon Tint Pollock strains have smaller, less attractive looking seed than the Watters or our Hybrid No. 2, and will not grow as strong, vigorous seedlings as either of the above named varieties; but, strange to say, when the Pollock strains do get started they will make a larger plant, more resistant to diseases, than either of the other two.



The Casaba strains of melons are notable for large seed and thrifty looking seedlings, but in the Rocky Ford district and in many other sections they go down with the melon fungus very early in the season.

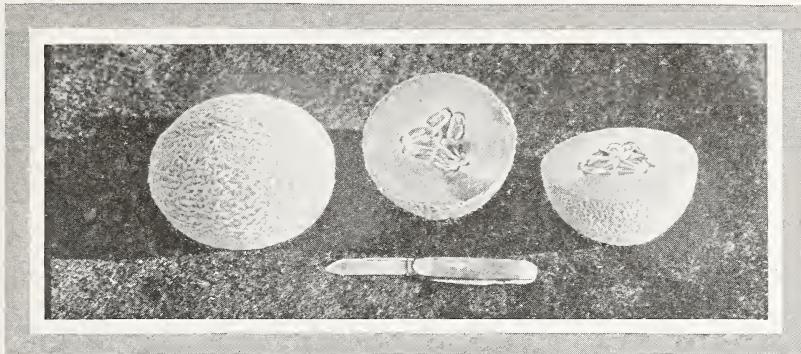
Our seed is always cut from ripe melons, and washed in a sluice box of running water, where all light seed are floated off, and only the plump seed that will sink in the box are saved. The seed is then fanned, which eliminates the lightest of the seed that are heavy enough to sink in the wash water. Hence, the germination of our seed is as perfect as good experience and equipment can possibly make it; therefore we can not stand responsible for poor field germination, as the poor results may be due to a number of different causes, such as too early, or too deep planting, too cold weather conditions or too much moisture, and various other things that preclude a good stand of plants from the most perfect seed, crusted soil, drying winds, soil and plant diseases, cut worms, and other insect and animal pests.

Our 1917 crop of seed is cleaned, fanned, and stored ready for the trade. Its high grade selection, together with its fine appearance, makes it the finest lot of seed we have ever offered to our customers. The growers who plant our seed this coming season may expect something worthy of their toil and expense in producing it. The farmers throughout our land are facing an increased cost of production in all crops. Why not overcome some of this added expense by using seed from the very best commercial strains of cantaloups and cucumbers, and in this way have the balance on the right side of the ledger?

DESCRIPTION OF NEW VARIETIES

Golden Pollock

For the description of this variety see the introduction and what our customers say about it. We have an adequate supply of this variety of the finest selection, which we offer at the following prices: 20 cents per ounce; \$1.00 per half pound; \$2.00 per lb., postage paid.



The internal and external traits of our new strain, Netted Nuggets.

Netted Nuggets

This is a special selection, originally from the Salmon Tint Pollock No. 25. It has a very uniform size, solid netting and free from any evidence of the stripes so often seen in cantaloups. This new strain embodies all the good traits of the ideals we have in seed selection. Its striking appearance, together with its very fine internal qualities, will suit the most fastidious lover of cantaloups. We are compelled, however, on account of the very limited supply of this seed, to limit each customer to only one-half pound.

Our prices for this seed are: 20 cents per ounce; 60 cents per quarter pound; \$1.00 per half pound, post paid.

Our Gold Winner Cantaloup

In last season's booklet we announced the development of the GOLD WINNER CANTALOUP. This strain embodies the ideal qualities that we have been seeking in a cantaloup for several years. It is of the same type as our Golden Pollock, except it seems to run more uniform and is somewhat more symmetrical in form. It has shown no tendency to check or crack at the stem end, as some of the strains of this type are reported to do in regions of excessive rainfalls.

All the good points of Our Golden Pollock are emphasized



still stronger in the Gold Winner. We feel that we have about found perfection in this superb cantaloup. We can only offer a very limited amount of this strain for sale, not over two ounces to an order. Price, 25 cents per ounce.

The New Honey Dew

This is another new cantaloup on the markets the past two seasons. It has made a spectacular record for high prices, exquisite quality, and almost indefinite keeping quality. It seems to be of the semi-casaba type, and well adapted to extend the melon season long after other cantaloups are gone, as it can be kept several weeks after being picked from the vines, and still be in excellent condition for the table.

The Honey Dew is a large, smooth, ivory-white, round melon, about six to ten inches in diameter, according to the conditions of growth. It has a peculiar tough, close grained rind, and a smooth grained flesh that seems to have extremely good keeping quality. The flesh is very thick, and juicy when fully ripe, and is exceedingly sweet in flavor. It seems very popular on the table.

The Honey Dew Melon must not be confused with the Rocky Ford type of cantaloups. It is a different melon in every respect, ripening after the Rocky Fords are gone, and if picked before the first heavy frost and properly stored, it will keep several weeks in fine condition. This melon was originated and introduced by Mr. J. E. Gauger, of Swink, Colorado.

The seed we are offering we have secured from Mr. Gauger, with his authorization and our reputation back of it. The grower, therefore, may be sure of the genuine Honey Dew seed.

The prices we ask are the same as Mr. Gauger's, and are as follows:

20 cents per ounce; \$2.00 per lb. in lots of one to twenty-five lbs.; \$1.85 per lb. in lots of twenty-five to fifty lbs.; \$1.75 per lb. in lots of fifty to one hundred lbs.; \$1.50 per lb. in lots of one hundred or above.

REFCS.B.D



Each white stake marks the corner of an individual plat planted with the seed of a choice selected cantaloup. By this method we can eliminate undesirable breeding tendencies and select the best types. By this method we have also built up the grade of our varieties.

OUR GREEN-MEAT AND SALMON-TINT

Rust-Resistant Pollock No. 25

We have treated so fully and illustrated so profusely the merits of our Rust-Resistant Pollock No. 25, that there remains little to be said, unless it be to make more clear the point of its color variations. Some seem to have the idea that our Salmon Tint strain should show a solid salmon color like the Osage type of cantaloups, which is not the case, but rather it is variegated. We have used the term "tint" because the flesh color was not uniform. The Pollock strain of cantaloups has always shown this tendency and we have always stated it in our descriptions. In some specimens the salmon coloring will be in a clear cut zone around the seed cavity with a green layer near the rind, in others the green and salmon colors will



be mottled or blended together, and still in others the green and salmon colors will be in very irregular patches, possibly the green on one side and the salmon color on the other. In some cases the whole flesh will be a solid salmon color, and others all green in color.

Our system of individual plant breeding has enabled us to separate our Pollock seed into two strains; one, where the salmon tint predominates; and the other, where the green colored flesh is dominant.

We wish to be frank, and say that it may be possible to find a small per cent of salmon tint in our green fleshed Pollock, and possibly a few green fleshed cantaloups among our salmon tint strain, but we are making a strict separation of the two strains in all of our seed selections, and each year flesh colors are more uniform in each strain.

These two strains are from the same stock originally and are identical except in the color of the flesh, and a possible slight difference in earliness in favor of the green fleshed strain.

Some markets seem to prefer a green fleshed cantaloupe, but there is a growing preference for the salmon-colored meat in cantaloups owing to the more showy appearance.

Our price for both the Salmon Tint Pollock No. 25 and the Green Flesh Pollock No. 25 are as follows:

15 cents per ounce; 90 cents per one-half pound; \$1.75 per pound, postage or express prepaid.

Again this year, as was the case last year, our supply of the Salmon Tint Pollock No. 25 is very short. This was caused by the unprecedented calls from the big commercial districts of the United States for our seed. We will fill orders in the order as we receive them, and when our supply is exhausted we will be compelled to return orders unfulfilled, unless we have instructions to substitute other strains. If you desire to avoid delays you might state in your order if you would accept the green meat Pollock as a substitute for the Salmon Tint, if the latter supply is exhausted when we receive your order.

REEDS B. D.



A view of our washing and drying shed with a few trays out. In full swing we have over three hundred trays filled with seed. We have the largest and best seed curing plant in the Rocky Ford district.

Our Hybrid No. 2

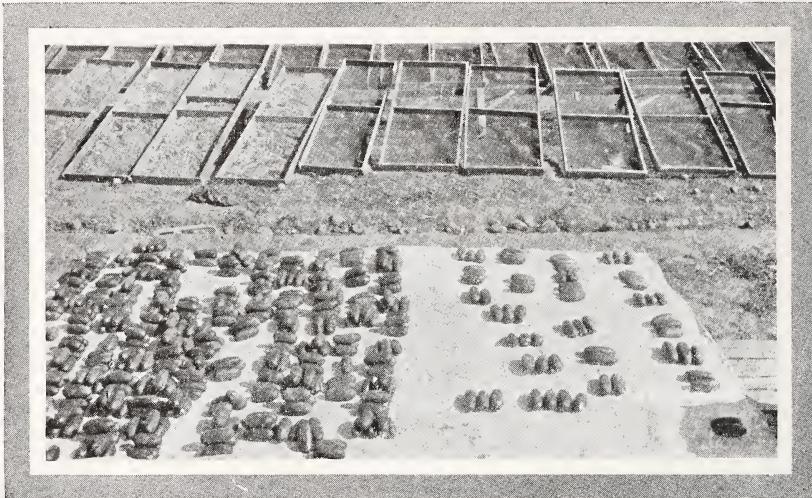
This strain is a cross of a Rust-Resistant Pollock and the Early Watters strains. It combines the two features of earliness and disease-resistance to a remarkable degree. This strain has excellent vigor of growth, and is prolific, and early in maturing. We consider it our best early cantaloup. It has a green flesh, well netted, and has good flavor.

Our Hybrid No. 3

This strain has been popular with a number of our customers in the market gardening industry. The strong features of this cantaloup are, a very heavy netting, good size for local demand, and it has a thick meat of excellent flavor.

Pink Meats

We still have calls for the Hoodoo, Burrell Gem and Ordway Pink Meats. We have grown a good stock of these strains and offer them in our list with prices.



Select seed cucumbers from choice individual plants, to be sown in individual nursery flats to improve the uniformity and desirable traits in cucumbers. A glimpse of some of our drying trays.

In addition to the varieties just listed, we are offering the following, prepaid to any address in the United States:

Cantaloups

Early Watters, green flesh.....	15c per oz. ; \$1.50 per lb.
Early Rust-Resistant Hybrid No. 2.....	15c per oz. ; \$1.50 per lb.
Triple Hybrid No. 3.....	15c per oz. ; \$1.50 per lb.
Ordway Pink Meat or Burrell Gem.....	15c per oz. ; \$1.50 per lb.
Hoodoo	15c per oz. ; \$1.50 per lb.

Cucumbers

Davis Perfect	10c per oz. ; \$1.00 per lb.
Improved White Spine	10c per oz. ; \$1.00 per lb.
Early Klondike	10c per oz. ; \$1.00 per lb.
Earliest of All	10c per oz. ; \$1.00 per lb.

To those who wish cucumber seed in larger than pound lots, we will make the following prices: In lots of five pounds at 85 cents per lb.; ten pound lots at 75 cents per lb., postage and express prepaid.

Our Special One Dollar Collection

To all farmers and truck gardeners who wish for their gardens a fine collection of cantaloups and cucumbers, we make the following offer: We will send to you, postpaid, for one dollar, the seeds named below:

CANTALOUPS

One oz. Golden Pollock
One oz. Honey Dew.
One oz. Salmon Tint Pollock No. 25
One oz. Green Flesh Pollock No. 25
One oz. Early Hybrid No. 2
One oz. Triple Hybrid No. 3
One oz. Hoodoo
One oz. Netted Nuggets

CUCUMBERS

One oz. Earliest of All
One oz. Improved White Spine
One oz. Early Klondyke

Our Special 50c Collection

For fifty cents we will send to any farmer or truck gardener the following, postpaid:

CANTALOUPS

One oz. Golden Pollock
One oz. Salmon Tint Pollock No. 25
One oz. Green Flesh Pollock No. 25
One oz. Early Watters

CUCUMBERS

One oz. Earliest of All
One oz. Improved White Spine

Our Special Offer to Those Who Have Not Used Our Seed

To any farmer or truck gardener who wishes to try our cantaloup seed, we will send one ounce each of any three strains for 25 cents, postage paid.

R. F. C. S. B. D.



"Hatching" a Hill of Salmon Tints

*The Rocky Ford Cantaloup
Seed Breeders Association*

Incorporated 1909

PHILO K. BLINN, President
CLEM V. RYAN, Treasurer
JAMES B. RYAN, Secretary

Rocky Ford, Colo.